

FAX# 610-225-1191
CREDIT RISK !!
HARRIS REPORT FROM REP AUG7/12 15.17
CHANGES *** KVVU-TV ***

REP. # _____ OFF. # 762 SALESMAN # _____
BUYER NAME KAREN BENCKINI

SALES PRSN PH- TERESA DIFURIA

	CLASS: NATL.	LOCAL	REGIONAL
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1000

Table 1 Demographic characteristics of participants

CITY TAX	STATE TAX	CO-OP BILLING NEEDED	DATE
			AUG7/12 15.17

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CON CM ***** THIS IS A CASH IN ADVANCE SCHEDULE *****
ALL STATIONS USING ELECTRONIC INVOICING - AGENCY IDB #1021
AN ELECTRONIC INV.WEBSITE "EMEDIA TRADE-INVOICING" IS ALSO AVAILBLE
FOR THIS AGENCY. THE IDB# FOR THE WEBSITE IS: EMT12009
AMERICANS FOR PROSPERITY

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
: LINE#	:	:	:	:	:	:	DATE	DATE	:	:	:	: SPTS
AGENCY ADVERTISER CODE =												
AGENCY PRODUCT CODE =												
AGENCY EST# = 464												
5	S		800P-1100P	30		\$1,850.00	8/16	8/16	0		THU	0
PROGRAM : NFL PRESEASON BENGALS/FALCONS												
RA50+ : 8.0												

REP HEADLINE# 6262617 TRF# 488262
 \$\$\$ MOD# 0 : UNAPPROVED REV #2 \$\$\$

REP: TEL# 610-293-4100 FAX# 610-225-1191
 CREDIT ADVISORY: AGENCY CREDIT RISK !!!
 ORDER WORKSHEET HARRIS REPORT FROM REP AUG7/12 15.17
 CHANGES ** KVVU-TV ***

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
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19	A		500P-800P	30		\$1,850.00	8/16	8/16	1		THU	1
PROGRAM : NFL PRESEASON BENGALS/FALCONS RA50+ : 8.0 ORD COM1 : TP CORRECTED PLS APPROVE. THIS IS A MAKE-GOOD FOR AUG16 ON LINE-5 FOR 1 SPOT/WK THIS IS A MAKE-GOOD FOR AUG17 ON LINE-6 FOR 1 SPOT/WK												

20	A		500P-800P	30		\$1,850.00	8/17	8/17	1		FRI	1
PROGRAM : NFL PRESEASON BENGALS/FALCONS RA50+ : 8.0 ORD COM1 : TP CORRECTED PLS APPROVE. PART OF A MAKEGOOD MADE UP OF LINES 19-20												

6	S		800P-1100P	30		\$1,850.00	8/17	8/17	0		FRI	0
PROGRAM : NFL PRESEASON BALT/DETROIT RA50+ : 8.0												

8	S		700P-1000P	30		\$750.00	8/18	8/18	0		SAT	0
PROGRAM : MLB RA50+ : 5.0												

21	A		1230P-400P	30		\$750.00	8/18	8/18	1		SAT	1
PROGRAM : MLB RA50+ : 5.0 ORD COM1 : TP CORRECTED. PLS APPROVE. THIS IS A MAKE-GOOD FOR AUG18 ON LINE-8 FOR 1 SPOT/WK												

STATION MAKEGOOD OFFERS:

M4	OK'D	BUY#5	MISSED: THU/800P-1100P	AUG16	30S	\$1,850.00	(AUG7/12)
		BUY#6	FRI/800P-1100P	AUG17	30S	\$1,850.00	
			OFFER: THU/500P-800P	AUG16	30S	\$1,850.00	PLS ADVISE.
			& FRI/500P-800P	AUG17	30S	\$1,850.00	
			CMT: TP CORRECTED PLS APPROVE.				

M5	OK'D	BUY#8	MISSED: SAT/700P-1000P	AUG18	30S	\$750.00	(AUG7/12)
			OFFER: SAT/1230P-400P	AUG18	30S	\$750.00	PLS ADVISE.
			CMT: TP CORRECTED. PLS APPROVE.				

AUG/12 29675.00

CONTRACT TOTAL 29675.00
 TOTAL SPOTS 31

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LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
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MARKET TOTALS \$296,750 KVVU 10% KSNV 38% KLAS 31% KTNV 21% KVMY 0% KVCW 0% CABL 0% KTUD 0%

HEAVY NEWS BUY TARGETING A50+. ADDITIONALLY, QUALITATIVE INFO USED FOR A50+. CONCENTRATED ON OLDER SKEWING PROGRAMS THAT INDEXED OVER 100.

SVC- NSI
DEMOS- RA50+*

MOD CODE A-ADD B-BUY TYPE C-CANCELLED DE-DELETE E-EFF DATES L-LENGTH M-MAKEGOOD N-PROGRAM NAME
P-CLASS, PLAN, SECT Q-PAID PGM R-RATE S-SPOTS PER WEEK T-TIME X-LATE Y-DAYS Z-COMMENTS *-MULTIPLE